

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

**O. M. BEKETOV NATIONAL UNIVERSITY
of URBAN ECONOMY in KHARKIV**

Methodological guidelines
for practical classes
on the subject

**“ENGLISH FOR ACADEMIC AND
BUSINESS PURPOSES”**

(for part-time Master's Degree students of all the University specialities)

Methodological Guidelines for Practical Classes on the Subject “English for Academic and Business Purposes” (for part-time Master’s Degree students of all the University specialities) / O. M. Beketov National University of Urban Economy in Kharkiv ; com. A. V. Strelnikova. – Kharkiv : O. M. Beketov NUUE, 2019. –39 p.

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INTRODUCTION

Correspondence is a key aspect of the world of commerce and business. It reflects on the competence and professionalism of the person who has written it and the company he or she works for. Clear, effective correspondence is an important part of running an efficient business, and can promote good relations.

This book is intended for students who plan to make a career in the business world. It aims to provide practical help in writing commercial correspondence, including letters, emails, memos, application letters and CVs. It explains how to write clearly and effectively. The book deals with the structure, content and style of commercial correspondence.

UNIT 1

Personnel appointments.

Vocabulary

1. Read the following words and word combinations and learn their meanings by heart:

a post, an appointment, a position – посада
to apply for – звертатися
to appoint – призначити
an application – заява, прохання
an applicant – прохач, претендент
to go after a position – претендувати на посаду
to attend an interview – пройти співбесіду
convenient – придатний
recent position – теперешня посада
Personnel Manager – менеджер по роботі з персоналом
Human Resource Manager – менеджер по кадрам
experienced – досвідчений
to have experience in one's field – мати досвід в якійсь сфері
to be qualified – бути кваліфікованим
to be hired by - бути найнятим кимось
to employ – наймати
an employer – наймач
an employee – службовець
a recruiter – наймач
to present oneself in CV – представити про себе відомості у резюме
to tailor to a position (a post) – розраховувати на посаду
to demonstrate one's abilities – продемонструвати здібності
to focus on – зосередитися на
to solve a problem - вирішувати проблему
to seek a position – шукати місце
to look for a job – шукати роботу
first-time job seeker – той, хто вперше влаштовується на роботу
to offer - пропонувати
relevant- відповідний
work background – професійна кваліфікація
to fit – підходити
to refer – стосуватися
an award – нагорода
to hold a post (position) – займати посаду
to dismiss – звільнити з посади
to replace – замінити
a replacement – заміна

to resign – іти у відставку, відмовлятися від посади
a resignation – відставка, відмова від посади
discordant – суперечний

2. Replace the underlined words and word combinations using synonymic words and word combinations given below:

to engage
proper
to hire
an enterprise
to resign
to increase
to employ (2)
capacity for work
power
to be clear of debts
correct
to develop
profound
important, significant
to apply
by fair means
to take into account all possibilities
to hope to hold a post
clear
deep
competent

1. My brother was not a first-time job seeker, some years ago he was given work at this firm and a year ago he applied for a post in Kyivmiskbud and was hired by them.
2. Don't you know that jobless rate in this region is high and it is supposed to climb to an alarming 10%. I would like you not to leave our company.
3. The business will work as a general contractor for the project of this hypermarket and will surely employ more than a thousand of workers.
4. Nick's work background, relevant experience, retraining courses in Management as well as this spotless reputation made him the most fitting person for the position. He was invited to give consultations on part-time basis and was offered good compensation.
5. Mr Green has been holding this post for more than 15 years, he demonstrates his ability for our business, his readiness to work hard and his authority as a senior manager. The man wins the affection and respect of all who has ever been brought into contact with him.

6. My partner stopped and looked thoughtfully up and down and said that she could not give any right or suitable answer at once.
7. Vulnerable financial position of their firm must have made them bankrupt, however, they managed to overcome difficulties and, the only idea of it, now they are free from any liabilities.
8. Mrs. Stone didn't have deep knowledge in the subject to see that they advocated devolution of the manpower policy.
9. Developing a strategic view of training policy will enable us to put forward our economy because training of manpower is essential for any expanding economy.
10. Meanwhile, he looked round and it occurred to him that he could get some business receipts in an honest way with the help of bargain sale.
11. It was a zero day for my friend, for the results of his researches were used in the practice of our business and turned out to be for its benefit.
12. Except for a slight accent, his English is perfect, also he is great specialist in computer mapping, consequently, he can tailor to a position like that.
13. Astonishingly, the employer found out that the applicant had an extraordinarily wide and profound knowledge and was literate, qualified and skilled for all her age.
14. For a comparatively short period John proved to be gifted, hardworking, responsible and, what is more, he was easy to get along with and always had a lot of understandable and brilliant ideas.

3. Complete the sentences using the appropriate words form the word box.

1. They've sent me an form.
2. They want two written; they suggest an employer and a teacher.
3. Well, they've invited me for an next week. Can I borrow your suit?
4. The job offers a of J25,000 a year.
5. His academic are good but he doesn't have any previous
6. Employers are interested in practical like word-processing and fluency in languages.
7. In Britain, the normal working week for -time employees is anything up to eighteen hours a week, while people working time do around thirty-eight hours.
8. Officially, she works thirty-four hours a week but sometimes with she does as many as fifty.
9. Now she works from home, she doesn't have to by train to and from London every day.

10. Nowadays many designers or information technology workers are; that is, they sell their work or services to different organizations.

references	part	overtime	full	application	interview
commute	salary	freelance	skills	qualifications	experience

4. Complete sentences 1 -6 with endings a-f.

1. They are *laying off* 300 workers
2. She *turned down* the job offer
3. She has *set up* her own
4. Don't forget to *put down*
5. Should I *fill in* this form
6. We generally *take on* extra staff
- a. ... by hand or should it be typed?
- b. ... at Christmas when it's busy.
- c. ... because it involved working shifts.
- d. ... import-export business.
- e. ... the names of two referees.
- f. ... because there aren't enough orders.

5. Match the phrasal verbs in italics in 4 above with the definitions below.

1. establish / begin
2. complete
3. include / write down
4. refuse
5. employ
6. dismiss workers because there isn't enough work

6. Study the list of things which are important in a job.

- opportunities for promotion
- comfortable working conditions
- status and respect
- interesting and satisfying work
- fringe benefits (e.g. company car, private health insurance)
- a good salary and holidays
- colleagues I like
- a fair and reasonable boss
- training opportunities
- job security

- A. Choose the three which are most and least important for you. Why do you think so?
- B. Compare your answers with a partner and agree on the same list.

7. Choose al the appropriate expressions.

1. *If you do something wrong, you are ...*
2. *If you've done nothing wrong, you are ...*

- dismissed
- sacked
- made redundant
- fired
- laid off
- terminated
- offered early retirement

Useful phrases:

- In reply to ...
- With reference to your advertisement ... in ... of
- I would like to apply for ...
- I would like to work in your company because ...
- As I know you are looking for ...
- I have recently heard from ...
- If there is a vacancy in your ... department ...
- ... has told me there will soon be a vacancy for ... in your office
- The reason for my leaving ...
- Please accept ...
- I would like to resign my position as ...

Lexical Commentary

1. Read, translate and give your examples:

I. Employ – engage – hire

the words are translated as “to give work”, “наймати”.

Employ is the most general term. It stresses use of somebody's services and doesn't stress the fact if the person is paid for the work done.

1. As far as we know this company **employs 500 men**.
2. My brother **is employed at** the National Bank of Ukraine.

Engage means obtaining one's services for some compensation. It is a more dignified word as compared to “hire”.

1. Professors, lawyers, experienced auditors **are engaged for** our retraining courses.

Hire stresses the idea that the person hired works directly for pay.

1. They could afford **to hire 10 servants**.

2. We used **to hire** farm hands and a gardener **by the day**.

II. Use – employ – apply

These words mean to make something of practical value and are translated as “**вживати, застосовувати**”.

Use suggests that a thing is viewed as a means to achieve an aim. It is rarely applied to people. When it is, the sense is degrading.

1. In reading foreign literature they always **use dictionaries**.
2. **Use patience** with this clerk. He is young and has no experience, however, he is hard-working.
3. It's a shame. You only **used us** in this dealing.

Employ means to devote to one's aim. It is used both concerning people and things.

1. Our boss knows how **to employ** his workers' **experience** and **knowledge**.
2. Great **financial resources were employed** for creation of such a corporation.

Remember that **use** and **employ** are often interchangeable.

Apply means that only bringing two things into contact leads to some practical value.

1. This sum of money is **applied for** the benefit of the unemployed.
2. My explanation **applies to all types** of business letters.

UNIT 2

Applying for a job. Job advertisements. *General information.*

Read this information carefully and answer the questions:

1. What does CV (curriculum vitae) include?
2. What is an application form?
3. What is the purpose of covering letter?

Advertisements (often shortened to *ads*) for employment appear in all the media, including radio, TV, and the Internet. However, newspapers and magazines are a very common source of vacancies. Some advertisements use abbreviated forms, especially in the small ad section, e.g.:

Wntd PA. f.t. sml mnfg co. Gd slry. 5-day wk, hrs 9-5, usl bnfts.

A full-length version of this would read:

Wanted, personal assistant for full-time employment in small manufacturing company. Good salary, five days a week, hours of work 9.00 a.m. to 5.00 p.m., usual benefits in terms of conditions and holidays.

Opening

Generally, the terms *vacancy*, *post*, or *appointment* are used instead of the word *job* in applications. When replying to a job advertisement, as with most correspondence, it is best simply to state what you are doing, and give a date or reference.

- *I would like to apply for the post of Programmer advertised in this month's edition of Computers.*
- *I am writing concerning your advertisement in the Guardian of 12 May for a bilingual secretary to work in your Export Department.*
- *I am answering your advertisement for the post of bank trainee, which appeared in yesterday's Times.*

If the advertisement is not clear about how you should apply for the job, it is better to phone the Personnel Department (sometimes called *Human Resources Department*) of the company to find out.

Remember to quote any reference numbers or job titles that are mentioned in the advertisement.

For **unsolicited** applications, i.e. applying for a job which has not been advertised, you can open like this:

I am writing to ask if you might have a vacancy in your – department for a(n) administrative assistant / salesperson / accounts clerk.

If someone associated with the company suggested that you write to them, mention this in your opening.

I was recommended by - , who is currently working in your company / who has had a long association with your company / who is one of your suppliers, to contact you concerning a possible post in your – Department.

Request for an application form

If you are writing to ask for an application form, give some very brief details about yourself then ask for the form.

These examples can also be - used for unsolicited applications.

- *I am 23 years old, and have recently graduated from with a diploma / degree in – (Give the subject, and mention any special topics you studied that are relevant to the post. You can also mention the class of a degree, and any special honours such as a distinction).*
- *At present I am working for - , where I am employed as a – in the – Department.*

Closing

There is no need to give any more information at this stage, so you can close the letter:

- *Please could you send me an application form and any other relevant details?*
- *I would be grateful if you could send me an application form. If you need any further details, please contact me at the above address / email address.*

When you receive an application form, always read it through carefully so that you know exactly what information is required. It is a good idea to photocopy it, complete the photocopy, and when you are happy with it, copy the information onto the actual form.

Some companies prefer a **curriculum vitae**, usually called a **CV (resume** in American English), which is your personal and working history.

Application forms and CVs may be emailed, faxed, or sent by post.

You may need to send a covering letter with an application form or CV. If you do, it should briefly explain points that might not be clear. You could also give further details to stress your suitability for the post.

Unsolicited letter

(example letter)

Notice in this letter how the applicant first mentions how he knows of Mitchell Hill (a merchant bank), gives brief details of his education and experience, and then refers to his current employers, who approve of staff spending time abroad. Finally, he tells Mitchell Hill why he wants to join them temporarily, and asks for an application form. Of course, he could also include a CV with the letter, but in this case, he knows that company practice is to send application forms.

Furstenweg 110
B-30000 Hanover 71
21 June 20 –

Mr John Curtis
Manager
Mitchell Hill PLC
11-15 Montague Street
London EC1 5DN

Dear Mr Curtis

I am writing to you on the recommendation of David McLean, Assistant Manager in your Securities Department. We met last month on a course in Hanover, and he suggested that I should contact your company and mention his name. He told me that you often employ people from other countries on one-year temporary contracts, and I am writing to enquire about the possibility of such a post.

I am at present employed by the International Bank in Hanover, in their Securities Department. I have worked here since 20 -, when I graduated from the University of Munich with a degree in Economics. In my present position as Assistant to Wolfgang Luers, Director of the Securities Department, I deal with a wide range of investments from companies throughout Europe, buying shares and bonds for them on a worldwide basis. As well as speaking fluent English, I also have a good working knowledge of French.

I would like to spend a year in the UK to gain further experience in securities investment with a British bank, and believe that my experience, training, and language skills would prove useful to your organization. My employer encourages all the staff to spend a year abroad and Mr Luers would be willing to give you a reference.

I would be grateful if you could send me an application form and further information about the posts currently available. If you need any further information, I can be contacted by email on bauerm@aol.com.de or telephone on 49511506941x155.

Yours sincerely

Marcus Bauer

Marcus Bauer

Questions to answer:

1. How did Marcus Bauer hear about Mitchell Hill?
2. What is his present post, and what does he do?
3. What are his qualifications?
4. Why do you think his bank encourages employees to work abroad?
5. What does he want Mitchell Hill to send him?

Reply to an unsolicited letter

Mitchell Hill plc

11-15 Montague Street
London
EC15DN
Telephone +44(0)20 7625 3311/2/3/
Facsimile +44(0)20 7625 4019
Cable MITHIL (London)
Email McLean@mithil.co.uk

29 June 20-

Marcus Bauer
Furstenweg 110
D-30000 Hanover 71

Dear Herr Bauer

Thank you for your letter of 21 June 20-. We currently have two vacancies in the Securities Department which might be of interest to you.

I am enclosing an application form, and a booklet giving details of Mitchell Hill, including the salary structure and conditions of employment for trainees on temporary contracts. Would you please complete the application form and send it to Helen Griffiths, Human Resources Department, at the above address.

You will see from the form that we require two referees. I suggest that you include the names and contact addresses of your Director and an academic referee from the University of Munich.

We look forward to receiving your application.

Yours sincerely

Sheila Burrows

Sheila Burrows (Miss)

p.p. David McLean
Securities Manager

Curriculum vitae

1. These are headings and categories commonly used in CVs.

Marital status	referees	employment history	permanent address
educational history	skills	title	personal details
hobbies and interests	hobbies and interests	hobbies and interests	hobbies and interests
surname	qualifications	date of birth	profile

Which one means:

- short statement outlining your personal characteristics?
- basic facts about you?
- practical abilities?
- where you live most of the time?
- what you do in your free time?
- where you were born?
- Mr, Mrs, Ms, or Dr?
- details about your working life?
- if you are married or single?
- people who can tell us about your qualities and character?
- proof that you have successfully completed a course?
- schools and colleges?
- family name?

2. Which information is not usually asked for in your country? Should you give any information that is not mentioned here?

3. Read the CV.

- Complete a-h with appropriate headings from the list 1 above.
- Read the CV again and answer the questions:
 - What details does she give of her personal achievements?
 - What does she hope to prove by giving details of her interests and hobbies?
- Create your own CV using Toni's as a guide.

CURRICULUM VITAE

Toni Carter

a.....

Full name:

Toni (Antonella) Carter

b.....

14 / 02 / 78

**Permanent
address:**

Linden Cottage
88 Whitecross Road
St Albans
Herts WD3 8KY

Tel. / Fax:

(01923) 0845841

Mobile:

0789 765782

Personal email:

CarterToni@gratisserve.co.uk

c.....

Single

d.....

I am currently following a part-time MBA programme in international Business at Randolph Business School

1997 – 2000 University of South Nottingham:

BSc Business Studies (2.1).

1994 – 1996 Dr Chalmer's Sixth Form College:

'A' levels in Italian (A), Mathematics (B), Biology (B).

e.....

Word-processing. Excel. Power Point. Clean driving licence.

Languages: Bilingual English / Italian.

f.....

September 2002 – present

Farinelli Fashions: Marketing Executive with responsibility for customer services. I regularly visit sales outlets in the south of England and our suppliers' factories in Malta and Morocco.

January 2001 – September 2002

Kilt Corner: Shop Assistant, then Deputy Manager.

August – December 2000

La Sorpresa Italian Restaurant: part-time waitress.

g.....

Soccer: At university I was captain of the women's soccer team. Playing the cello. Member of SN Chamber orchestra.

In my gap year I travelled round Australia and south-east Asia. I developed a much broader awareness of other cultures and ways of life.

h.....

Catriona Flynn
Manager, Kilt Corner
Gorton Street
London W8

Professor K. Pradesh
Randolph Business School
32 City Road
London EC1B 7HG

There are a number of ways of presenting information in a CV. Here is *a typical CV for an experienced professional.*

Example CV

Wendy Benson

Chartered Statistician

Address	48 Danbury Road Amersham Bucks HP8 5SM
Telephone	01494 665093
Email	bensonw@amc.co.uk
Profile	<ul style="list-style-type: none">– A highly competent qualitative and quantitative market researcher with wide experience in advertising, market research companies, government research, and production and retail organizations in the UK and overseas.– Highly numerate, with excellent communication skills.– Analytical, innovative, self-motivating, confident.– Able to lead or to work as part of a team.– Welcomes new challenges, especially if they involve implementing and developing schemes.– Experienced trainer and facilitator.– Fluent in French and German.– Computer literate.
Employment 2002-present	<p>Department of Employment</p> <p>Senior Market Research Officer. Responsible for planning and implementing research on future government manpower requirements; formulated marketing strategies; conducted customer care study; set up database for labour-force survey. Organized statistical training courses for government staff at all levels. Responsible for a team of six market researchers.</p>
1995 - 2002	<p>Universal Advertising PLC</p> <p>Assistant Director, Research and Planning Department. Responsible for trade and consumer research; market information systems; market forecasting; trade and consumer analysis of existing and new business for marketing and sales departments. Managed two members of staff.</p>
1995 - 1995	<p>MMBC Associates</p> <p>Market Researcher. Involved in research on products and data relating to the retail food and beverage market.</p>

Qualifications	MBA, Open University (part time)	1995
	Diploma of Institute of Statistics	1991
	BSc. (Mathematics and Statistics), University College, London	
	–	1990
Publications	See list attached	

Curriculum vitae (CV 2)

This is a typical CV for a recent graduate.

	Adam Hall								
Date of birth:	25 February 19 –								
Address:	25 Victoria Road, Birmingham B19 2ZK								
Tel.:	0121 8953 9914								
Email:	adhall@interserve.net.uk								
Profile	A highly motivated, well-travelled, and creative graduate with practical work experience in both sales and TEFL teaching. A 4-month postgraduate residency at the Biosphere 2 Center, Arizona, has given me wide-ranging knowledge of, and insight into, environmental problems and ways of presenting them to the public.								
Education	<p>19–19 – King Edwards’s School, Birmingham</p> <p>O Levels: Art, Biology, Chemistry, English, French, Geography, History, Maths, Spanish</p> <p>A levels:</p> <table> <tr> <td>Art</td> <td>A</td> </tr> <tr> <td>Environmental Studies</td> <td>A</td> </tr> <tr> <td>Chemistry</td> <td>B</td> </tr> <tr> <td>Spanish</td> <td>B</td> </tr> </table> <p>20–20 – Leeds Metropolitan University</p> <p>BA Hons Environmental Studies: 2:1</p> <p>July, 20 – Academy School of English, Leeds Cert CELTA</p>	Art	A	Environmental Studies	A	Chemistry	B	Spanish	B
Art	A								
Environmental Studies	A								
Chemistry	B								
Spanish	B								
Work experience	<p>April 19 –</p> <p>July 19 – Weekend sales assistant, Kings Norton Garden Centre, Birmingham</p> <p>January 20 – TEFL tutor, JA School of English, Katowice, Poland</p> <p>May 20 –</p>								

Other information	September 20 – December –	4-month residency at the Biosphere 2 Center, Arizona, USA
	May 15–16, 20 –	Co-presented “No smoke ...” at the Bretton Hall Sculpture Park, University of Leeds. An installation which explored the Environmental implications of major forest fires, both natural and man-made.
	June 20–24, 20 –	Co-presented “Time microscope” at the Covent Garden Flower Festival. An installation which Explored different ways of presenting Information about the natural world.
Interests	My main interest outside work, although related to it, is travel. In 19 – I took part in a school expedition to the High Atlas mountains in Morocco, and produced a video of the trip. In my gap year I travelled extensively in South America, again documenting the trip by means of sketchbooks and video. I also enjoy World Music, particularly that from countries I have visited, and play the <i>oud</i> (Moroccan lute).	
References	Prof. T.N. Fagin Department of Environmental Studies Leeds Metropolitan University LS2 3RX	Dr Elzbieta Gordon Principal JA School of English Ulica Czysa 14 Katowice Poland

A. Answer the questions:

Where did Adam study environmental problems?

1. What did he do while he was in Poland?
2. Who is Dr Elzbieta Gordon?
3. What do you think Adam’s main interest is?
4. Where did Adam graduate from?
5. What commercial experience has he had?

B. Read about Eduardo da Silva's life and then write a CV for him using these headings. Invent any extra information you need.

Work experience	skills	education and qualifications	address	date of birth
interests	nationality			

Eduardo was born in Portugal on 30 July 1980. He went to live in Singapore with his parents when he was 11 years old. He attended the International School in Singapore. He finished school in 1998 with "A" levels in Geography, Maths, and Business Studies. During his last two years at school he worked as a sales assistant at Freeway Golf Suppliers at weekends. After his final exams, Eduardo did a six-month computing course at the Technical College of Singapore, where he learnt HTML, a computer programming language.

His first full-time job was with a company called Airtent. He designed and managed their websites. After a year with Airtent, he moved back to Portugal where he got a job with a Bestsite, a company which offers web-page design services to all kinds of businesses worldwide. He discusses clients' needs with them and then designs pages for them. He now lives at 365 Rua Boavista in Lisbon.

Eduardo is a very keen golfer and he enjoys scuba diving. He holds an advanced driving license and he speaks fluent English, Portuguese, and French, and has a working knowledge of German and Spanish.

Writing a covering letter

A CV or job application form should always be accompanied by a short *covering letter*. Its purpose is to draw the prospective employer's attention to the key points in your CV and to highlight your suitability for the job.

1. Read the covering letter and answer these questions.

- What job do you think the writer is applying for?
- What kind of organization does he want to work for?
- How well does he 'sell' himself?

Dear Mrs Proctor

Re: *Vacancies for Trainee Consultants*

- I am writing in response to your advertisement in the September edition of Telemarketing Magazine and would like to be considered for one of the posts mentioned.
- As you will see from my enclosed CV, I have recently completed a degree in International Marketing at Clifton University. A six-month company placement in

France gave me the opportunity to put some of the theory learned on my course into practice, and to acquire a good working knowledge of French. The post involved helping with the development of telemarketing scripts for salespeople. Since then, I have had several months' experience of working in the international section of the Automobile Club's call centre. This means I have had direct experience of the day-to-day realities of communicating with the public.

3. From your corporate website, it appears that working for your organization would offer a stimulating and challenging career within a highly competitive field. I am extremely attracted by this opportunity and feel that I have already acquired some of the skills and awareness necessary to make an effective contribution to the company.
4. I am currently available for interview and would welcome the opportunity to discuss the post in more detail. I look forward to hearing from you.

Yours sincerely

Russell Fleming
Russell Fleming

2. The letter is divided into four paragraphs. In which paragraph (1-4) does he:
 - a. state his enthusiasm and interest?
 - b. say when he could be interviewed?
 - c. show that he knows something about the organization he wants to work for?
 - d. say how he heard about the job and state his interest in it?
 - e. describe his practical work experience?
 - f. include details of experience or relevant skills?
3. The language in Russell's letter is formal. Match the formal words and expressions in the box below with their informal equivalents and complete the table, as in the example.

Begin	at the moment	complete	reply	please find enclosed	free
answer	available	another thing	commence	request	in addition
available jobs	give you	as for	discuss	vacancies	currently
I have included	talk about	job	provide with	post	finish

FORMAL	INFORMAL

4. Using Russell's letter as a guide, write a letter of application in reply to these job advertisements. Include some of the more formal words and expressions above (up to eight) but avoid making your letter sound too formal.

1. *Anthea's Agency*

MARKETING RESEARCH OPPORTUNITY

An opportunity to get first-hand experience of marketing research. Anthea's Agency had been asked by a major company to recruit a number of interviews for short-term contracts of up to six months. The contract includes a paid one-week intensive training programme and the back-up of a prestigious marketing department. These posts will probably suit recent graduates from marketing who possess energy, enthusiasm, and good communication skills.

Write to *Ciaran Biggs, Anthea's Agency, 102-106 Brewer Street, London SW1 5TH*

2.

An international hotel group is looking for young graduates with good interpersonal skills to train as managers to work in various branches of its international hotel chain.

Graduates of any discipline are welcome to apply although preference may be shown to those with at least one foreign language.

Write to: *Joelle Baker, Silver Service Appointments, 23 Regent Square, London SW1*

5. Read this job advertisement.

A travel organization is looking for energetic and knowledgeable people to accompany foreign visitors on cultural tours and excursions of your region. You will have good communication and people skills and a natural gift for diplomacy. You will know at least one foreign language and will already have, or be prepared to acquire quickly, a knowledge of your area's culture and history.

Please apply in English to Mrs Regine Dragowicz, PO Box 1278.

6. Now read this letter of application for the above post. Make it more appropriate by replacing some of the words in italics with more formal expressions.

Hi Regine

I am writing in reply to your advertisement in Summer Jobs magazine. I would like to apply for one of the *jobs it talks about*.

You will see from *my CV that I've sent* that I've just *finished* a degree in European studies at Watford College. I spent a year in Germany, which gave me the *chance* to improve my written and spoken German *a lot*. *I've also got* a few months' experience of working in hotels, so I know how to get on with people. I am keen on local history and know the area *really* well. I feel I could communicate my

enthusiasm to foreign visitors. The job sounds exciting and I think that I could *offer* a lot to your company.

At the moment I am working in a bookshop, covering for someone who is on maternity leave. I will, however, be *free* from the end of this month. My boss would be happy to *give you* a reference and I am sure she would say what a reliable and trustworthy person I am! I would welcome the opportunity *to talk to you about* the job *a bit more*. *I can wait to hear* from you.

All the best

Rudolph

7. How would you begin and end the letter more appropriately?

UNIT 3

Complaints General information

Make general complaints

When sending a complaint, you will need to decide whether it is appropriate to use fax or email, where privacy cannot be guaranteed, or to write a letter. Some complaints, e.g. a mistake in a small payment or in the number of goods dispatched, can be faxed or emailed, but a letter should be used for larger or more serious complaints.

The language of complaints

Emotional terms like *disgusted*, *infuriated*, or *amazed* have no place in business. You can express dissatisfaction by saying:

- *This is the third time this mistake has occurred and we are far from satisfied with the service you offer.*

- *Unless you can fulfil our orders efficiently in the future we will have to consider changing to another supplier.*

- *Please ensure that this sort of problem does not arise again.*

Do not be rude or personal. In most cases correspondence between companies takes place between employees in various departments. Nothing is gained by being rude to the individual you are writing to. You may antagonize someone who has probably had nothing to do with the error and, rather than getting it corrected, he or she could become defensive and difficult to deal with. Therefore, do not use sentences like:

- *You must correct your mistake as soon as possible.*

- *You made an error on the statement.*

- *You don't understand the terms of discount. We told you to deduct discount from net prices, not CIF prices.*

Use the passive and impersonal structures:

- *The mistake must be corrected as soon as possible.*

- *There appears to be an error on the statement.*

- *There seems to be some misunderstanding regarding terms of discount. Discount is deducted from net prices, not CIF prices.*

Do not use words like *fault* (your fault, our fault) or *blame* (you are to blame) – these expressions are rude and childish. Do not write:

- *It is not our fault. It is probably the fault of your dispatch department.*

Instead, write:

- *The mistake could not have originated here, and must be connected with the dispatch of the goods.*

Never blame your own staff, and finally, while writing the complaint remember that your supplier will almost certainly want to help you and correct the mistake. Suppliers are not in business to irritate or confuse their customers but to offer them a service.

Example email

Complaint about wrong delivery

To... *Richard Cliff*
Cc...
Subject: *Wrong delivery (order № 1695)*

Dear Richard

I received a consignment of dressing tables, Cat. № DT 154, to the above order yesterday. However, the delivery consisted of six heavy mahogany-finished dressing tables instead of the light pine-finished units I asked for.

As I have firm orders for the design I asked for, I would be grateful if you could send my consignment as soon as possible, and collect the wrongly delivered goods. Thank you in advance.

Robert Hughes

Reply to complaint about wrong delivery

Notice the contractions I'll and there's, and the informal style in this message. However, it is still polite and efficient in tone. In this case it is important that the mistake, regardless of whose fault it is, is corrected as soon as possible. And notice that the invoice – an important document in this transaction – is sent with the next delivery and the catalogue is sent by separate post, neither of them as attachments to the email message.

To... *Robert Hughes*
Cc...
Subject: *Re: Wrong delivery (order № 1695)*

Dear Robert

Thank you for yesterday's email concerning the above wrong delivery.

I have looked into it and find that our current winter catalogue lists the dressing tables you wanted under DT 189. I think you must have used last summer's catalogue.

I have instructed one of our drivers to deliver pine-finished dressing tables tomorrow and pick up the other consignment.

Rather than sending you a credit note, I'll cancel invoice № D4451 and include another, № D4487, with the delivery.

There's also a winter catalogue on its way to you, by post, in case you have mislaid the current one.

Richard Cliff

Questions to answer:

1. Why did Mr Hughes receive a wrong delivery?
2. What will Mr Cliff do about it?
3. Why is Mr Cliff not going to send a credit note?
4. How will Mr Cliff help Mr Hughes not to make the same mistake again?
5. Which words in the email have a similar meaning to the following?

a investigated

b told

c collect

d lost

Example letter

When bad workmanship is involved the customer can only complain as the faults arise, but they should still complain as soon as possible.

Superbuys, a supermarket chain, asked Wembley Shopfitters to refit one of their shops. The work was completed, but some months later faults began to appear.

SUPERBUYS

Superbuys Ltd
Superbuy House
Wolverton Road
London
SW16 7DN
Telephone +44(0)20 8327 1651
Email k.bellon@superbuys.com
www.superbuys.com

Date: 7th July 20 –

Mr P. Lane
Wembley Shopfitters Ltd
Wycombe Road
Wembley
Middlesex HA9 6DA

Dear Mr Lane

‘Superbuys’, 443 Halton Road, London SE4 3TN

I am writing to you with reference to the above premises which you refitted last February.

In the past few weeks a number of faults have appeared in the electrical circuits and the flooring which have been particularly dangerous to our customers.

With regard to the electrical faults, we have found that spotlights have either failed to work, or flicker while they are on, and replacing the bulbs has not corrected the fault.

The flooring which you laid shows signs of deterioration, and some areas are worn through to the concrete, creating a hazard to our customers.

I would be grateful if you could come and inspect the damage and arrange for repairs within the next week. The matter is urgent as we can be sued if any of our customers are injured. I would also take this opportunity to remind you that you have guaranteed all your fixtures and fittings for one year.

I look forward to hearing from you soon.

Yours sincerely
Keith Bellon
Keith Bellon
Managing Director

Reg. №94116 London
VAT № 516 8410 30

Reply to complaint about bad workmanship

WSL

Wycombe Road
Wembley
Middlesex
HA9 6DA

Wembley Shopfitters Ltd.
Telephone: +44(0)2089032323
Fax: +44(0)89032323
Email: plane@wemshop.com

10 July 20 –

Mr Keith Bellon
Superbuys Ltd
Superbuy House
Wolverton Road
London SW16 7DN

Dear Mr Bellon

‘Superbuys’, 443 Halton Road, London SE4 3TN

The damage you described in your letter of 7 July has now been inspected.

The faults in the wiring appear to have been caused by dripping water from the floor above. The electrical contractor, who put the wiring in February, tells me that the wall was dry at the time he replaced the old wires.

However, we will arrange for repairs to be made and seal off that section.

Durafloor is one of the most hardwearing materials of its kind on the market and we were surprised to hear that it had worn away within six months, so we made a close inspection. We noticed that the floor had been cut into and this seems to have been the result of dragging heavy metal boxes across it. The one –year guarantee we offer on our workmanship is against ‘normal wear and tear’, and the treatment the floor appears to have been subjected to does not come into this category. I am quite willing to arrange for the surface to be replaced, but we will have to charge you for the materials and work involved. If I may, I would like to suggest that you instruct your staff to use trolleys when shifting heavy containers.

I am sorry about the inconvenience you have experienced and will tell the fitters to repair the damage as soon as I have your confirmation that they can begin work.

The floor repairs should not come to more than &890 and the work can be completed in less than a day. Perhaps you could ring me to arrange for a convenient time for the work to be carried out?

Yours sincerely

Peter Lane

Peter Lane

Director

Reg: London 481629

VAT: 314651928

Answer the questions:

1. What does Mr Lane think caused the faulty wiring, and what does he intend to do about it?
2. What does he think caused the problem with the flooring, and what does he say he will do about it?
3. How does Mr Lane suggest the damage to the floor can be avoided?
4. How long will the repairs to the floor take?
5. Which words in the letter have a similar meaning to the following?
 - a) looked at
 - b) durable
 - c) everyday use
 - d) moving

A. Analysing the Rubric

Read the rubric, underline the key words and answer the questions.

You recently bought a fax machine but you are not satisfied with it. Write a letter of complaint to the manufacturer describing the problem and the action you expect the manufacturer to take.

1. What type of letter should you write?
2. Who is going to read your letter?
3. Would you use a mild or a strong tone? Why?
4. What style would you use? Why?
5. How would you begin / end your letter?
6. What kind of problems could the fax machine have?

B. Analysing a Model Text

Read the letter and fill in the blanks with linking words / phrases from the list. What tone has the writer used?

- to make matters worse
- to begin with
- also
- secondly
- what is more

Dear Sir / Madam,

I am writing to complain about a fax machine which I recently purchased from your company. The machine is your Intellifax Laser 260.

1)....., when I ordered the machine, I was told it would be delivered in three weeks. However, it took over six weeks for the machine to arrive. 2), it finally did arrive, the lead was missing and I was obliged to buy one.

3)....., despite the fact that the instruction manual states that the machine works with plain paper, my printout copies are unclear and almost impossible to read. I find that the only way I can get a clear printout is by using a very expensive brand of paper. 4)....., although I am using this high quality paper, the machine could be replaced as soon as possible. I 5)..... expect a full refund of the money I paid for the missing lead. I hope that this matter will be resolved as quickly as possible.

Yours faithfully,

William Stern

William Stern

C. Linkers

a) Match the pairs of sentences. Then join them with appropriate linking words / phrases, as in the example.

1. The iron didn't get hot enough.
2. The electrician didn't turn up.
3. The radio still won't work.

... **A.** He promised he would come today.

... **B.** I put a new battery in it yesterday.

... **C.** I turned the control to the highest position.

- even though
- however
- although
- in spite of
- but

Example: 1. C. *The iron didn't get enough even though I turned the control to the highest position.*

D. Read the rubric and underline the key words. Then answer the questions that follow.

You ordered a camcorder and paid by credit card but you were sent the wrong model and you were overcharged. Write a letter of complaint explaining what happened and saying what action you expect the company to take. (120-180 words)

1. Do you know the person you are writing to?
2. What is the reason for writing?
3. What tone would you use? Why?
4. What opening and closing remarks would you use? Why?

E. Read the sentences below and tick (v) the ones you would use in your letter.

1. I am completely satisfied with my new camcorder.
2. I ordered the C20 model that was on special offer.
3. The model delivered was not only the wrong one but also J30 more expensive.
4. The service department was extremely helpful.
5. When I opened the package I noticed that the camcorder was the wrong model.

F. Use your answers from the exercises above and your answers from the plan below to write your letter.

Plan

Dear Sir / Madam,

Introduction

(Para 1) What is the reason for writing?

Main body

(Para 2) What is your first complaint?

Give examples / reasons for your complaint. (How can you justify it?)

(Para 3) What is your second complaint?

Give examples / reasons for your complaint. (How can you justify it?)

(Para 4) What is your third complaint?

Give examples / reasons for your complaint. (How can you justify it?)

Conclusion

(Para 5) What are your closing remarks?

What action do you expect the company to take?

Yours faithfully,

Your full name

UNIT 4

Producing a memo. Sending an invoice.

A memorandum, or memo for short, is a note sent within an organization to inform staff. It is one of the most common forms of commercial correspondence.

1. Read the memo. Why do you think it was written?

scotsbridge office stationery

Memo

To: all staff (to be displayed on staff notice board)
From: Peter Jacobs, Scotsbridge Office Stationery
a ----- cc: AS / JR/MSQ **Date:** 6 February
b----- Re: Unauthorized use of the Internet.

c-----

d----- It has been noted that the Internet is increasingly being used for non-work related purposes. Staff are reminded of the company's policy with regards to the use of the Internet.

- **e-----** Only authorized members of staff, who have been issued with a password, may access the Internet.
- If the Internet is used to send or reply to e-mail messages, staff must quit as soon as the task has been accomplished.
- Personal use of the Internet is not permitted at any time, except under exceptional circumstances and with the approval of a supervisor or manager.
- Use of the Internet is constantly monitored and discovery of any extensive or unnecessary searches will be investigated further.
- This company considers the downloading of games information as serious abuse of company property and may regard this as grounds for dismissal.

c-----

2. Match the annotations to the correct part of the memo *a – e*.

1. Memos do not begin with Dear ... and are usually not signed. _____
2. Points are usually introduced with numbers or bullets. _____
3. Memos have brief introductions, which come straight to the point. _____
4. This states the subject of the memo. _____
5. This means copies to these people. Often only initials are used. _____

3. Write memos for the staff noticeboard based on these notes.

1. You want to send a memo about security. Three members of staff have had money stolen from their office. Tell staff that they should keep their valuables with them or in a locked drawer, or cupboard, at all times. Inform staff that if they see anything suspicious, they should phone security immediately. You want copies to go to Jane Griffiths, Anil Singh, and Giorgio Agostini.
2. You want to send a memo about staffing. You want people to volunteer to work on New Year's Day. There will be three shifts: from midnight to 8.00 a.m. on New Year's Day, 8.00 a.m. to 4.00 p.m., and 4.00 p.m. to midnight. You will pay double time (twice the normal rate of pay). You need three people for each shift.

4. Read the letter of complaint that was sent to the general manager of Pritchard's, a large bookshop in a university town. How many complaints does the customer have?

Dear Sir or Madam

I am writing to complain about the treatment that I received when I visited your shop recently. I have been a customer for more than thirty years, but have noticed that the level of service has deteriorated over the past few months.

In general, staff seem to be cold and unsmiling and never welcome you when you come into the shop. A smile surely costs nothing. It is hard to find, or indeed identify, a member of staff. They do not wear uniforms, which is fine, but hardly any of them appear to wear any kind of identification, like a name tag or badge.

Even if one wants to pay, it can be very difficult to find anyone to serve you – they either pretend to be busy or are deep in conversation with other members of staff. When you do manage to catch someone's attention, you feel as if they are doing you an enormous favour! They tend to throw any books you have bought into a bag and roll their eyes if you ask for a book to be gift-wrapped or delivered. I do not expect people to behave like servants, but I do expect good, helpful, and polite service.

I love books and bookshops and would certainly not wish them to become like supermarkets. However, I have to say that it is difficult to imagine finding the poor level of service that I have experienced in any supermarket I have visited.

Yours faithfully

Dr Magnus Forbes

5. Write a memo to all the managers of the bookshop, insisting that they improve their level of service to the public. Make at least five separate points.

MEMO

To:	cc:
From:	Date:
Re:	
1	
2	
3	
4	
5	

Sending an invoice

Invoice is a letter listing the price and requesting payment for the supply of goods or services.

1. Carrie sends a covering letter with her invoice to Elena Furia.

1. Put the paragraphs of the letter in the right order.

2. Read the letter again.

- a. Why can't Carrie offer a discount on the gloves?
- b. How long is the invoice valid?
- c. What free gift does Carrie offer?

3. Which words and expressions mean:

- a. go ahead / continue?
- b. I am pleased to?
- c. ready to give you?
- d. free?
- e. value?
- f. don't wait to call me again?
- g. send?

Dear Ms Furia

a___ We look forward to hearing from you.

b___ As you will see, we are prepared to offer you a 15% discount on the purchase of three starter kits.

c___ Re: Order № 45813/BP

d___ Unfortunately we are not able to offer a better price on the gloves as they are not made by us.

e___ In the meantime please do not hesitate to contact me if you require any further details.

f___ However, we would also include a complimentary video (worth \$12.99) showing how the game is played if you decide to proceed with the order.

g___ Further to your telephone enquiry, I have pleasure in enclosing a proforma invoice for the Bolo Bike Polo equipment we discussed. This invoice is valid for two months.

h___ The total cost of these items is \$411.63 which includes cost, insurance, and freight. We will dispatch the goods as soon as we receive your payment.

Yours sincerely

Carrie Biggs

Manager, New Traditions

NEW TRADITIONS
256 CANAL STREET, Los Angeles, CA
www.ntradtios.com

2. Now read Carrie's proforma invoice.

1. What is the list price (usual price) of the starter sets?
2. How good is the offer? Would you proceed with the order if you were Elena?

NEW TRADITIONS	Proforma invoice
Ms E. Furia International School	
3 Bolo starter kits @ \$68.00 (including 15% discount)	\$ 204.00
12 pairs Bolo gloves @ \$6.99	\$ 83.88
Complimentary video	\$ 0.00
Delivery charges CIF	\$ 123.75
TOTAL	\$ 411.63

Incoterms

Incoterms are terms concerning transport and insurance costs. They are used in international trade contracts. These are two of the most commonly used ones.

FOB (Free on Board): The seller agrees to deliver the goods on to the buyer's chosen means of transport.

CIF (Cost, Insurance, Freight): The price includes cost of the goods, insurance, and freight (transport).

3. Write a similar covering letter and create a proforma invoice based around the information below.

Mrs Hills, a high school swimming coach, wants to start up a water polo team at her school. She would like a quotation for the following:

- 2 sets of nylon caps with ear-guards
- 2 waterproof stopwatches
- 2 water polo balls (one for women and one for men)

Team sets of caps are available in blue or white. Caps are numbered 2-18 and the goalkeeper's cap is red. The cost is \$249 per set of 18.

Men's regulation size 5 ball (yellow) is \$35. Women's regulation size 4 ball (pink) is \$29.

Stopwatches are \$75 each.

Offer a free video: The Rules of Water Polo.

Offer a 10% discount on the caps.
Terms are CIF.

- 4. Expand the prompts to produce a covering letter accompanying an invoice. Make any necessary changes to the verbs. The first sentence has been done as an example.**

CROQUET SUPPLIES

Ms D Muller
The Lake Recreation Centre
23/05/01
Ref. CF/PKL

Dear Ms Muller

Re: your enquiry

- a) Further / telephone enquiry / I have pleasure / enclose / proforma invoice / deluxe croquet equipment we / discuss.
- b) This invoice / hold good / maximum / six weeks.
- c) As you / see / we be prepared / offer you / twelve per cent discount / purchase / two deluxe sets.
- d) Unfortunately / I be unable / do anything / high delivery costs / they be beyond our control.
- e) The total cost / be / €1,200 / include cost, insurance / freight.
- f) However, / we can offer / goods / €950 / if colleague you / mention / can / pick them up.
- g) We / also include / complimentary video / show how this enjoyable game / be / played / if you proceed / order.
- h) We look forward / hear / from you and await / instructions.
- i) Please / not hesitate / contact me / you require / further details.

Yours sincerely

- a. *Further to your telephone enquiry I have pleasure in enclosing a proforma invoice for the deluxe croquet equipment we discussed.*
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i.

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Виробничо-практичне видання

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до проведення практичних занять
з навчальної дисципліни

**«ІНОЗЕМНА МОВА НАУКОВОГО ТА ДІЛОВОГО
СПІЛКУВАННЯ»**

*(для студентів освітньо-кваліфікаційного рівня «магістр» заочної форми
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